



NATIONAL RURAL  
HEALTH  
ALLIANCE INC.



13<sup>th</sup> NATIONAL RURAL  
HEALTH CONFERENCE  
24-27 May 2015, Darwin Convention Centre, NT

## The rural health guide to social media: learn how to survive and thrive online

with David Townsend

10am – 3pm, 24 May 2015

Neptuna/Mavie Rooms, Vibe Hotel, 7 Kitchener Drive, Darwin

Registration: \$55

### Overview

Social media presents fantastic opportunities for remote and rural health professionals and consumers to overcome personal and professional isolation. Social media can expand professional networks, keep them up-to-date with the latest news and developments in their areas of interest, and provide a dynamic, interactive vehicle for communication.

### Part 1: 10.00am – 12.30pm

The first half of this workshop will be an introduction to social media for remote and rural health professionals and consumers who are interested in it but don't know where to begin; it will provide them with the confidence and tools to get off to a flying start. The goal is not simply to inform people about the benefits of social media, but to get them involved so they can experience it for themselves.

### Lunch: 12.30 - 1.00pm (included)

### Part 2: 1pm – 3pm

The second half of the workshop will focus on more advanced topics including how to set up a blog, how to use social media for continuing professional development, and how to create content including presentations and videos to share through social media.

Social-media-savvy health professionals and consumers will talk about their experiences as pioneers in the field. They will explain how they use blogs, Twitter accounts and Facebook to develop networks across the world and provide a valuable public health resource for their patients. They will also be discussing how to protect your professional reputation by keeping safe online while balancing risk and innovation. This will be a hands-on workshop with one-on-one support provided for participants.

**What to bring:** your smart phone, tablet or laptop. Lunch will be provided.

### Presenter: David Townsend

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